

FIG. 1

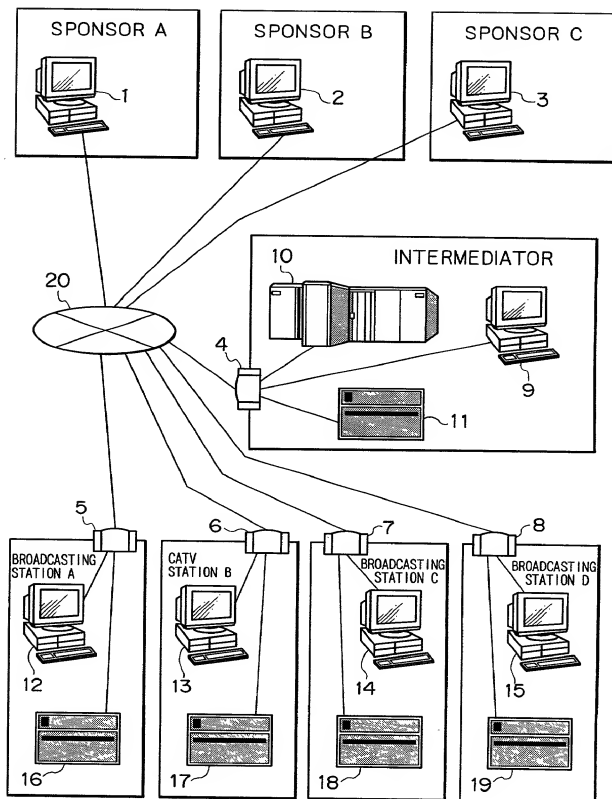


FIG. 2

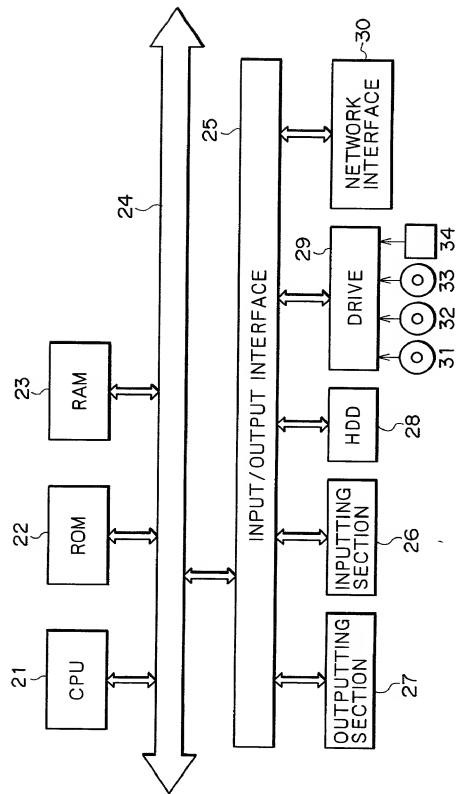


FIG. 3

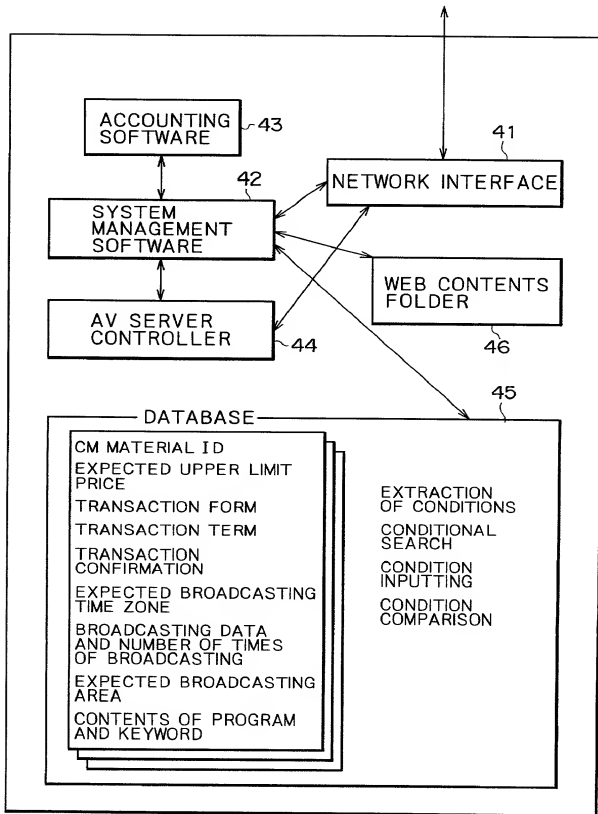


FIG. 4

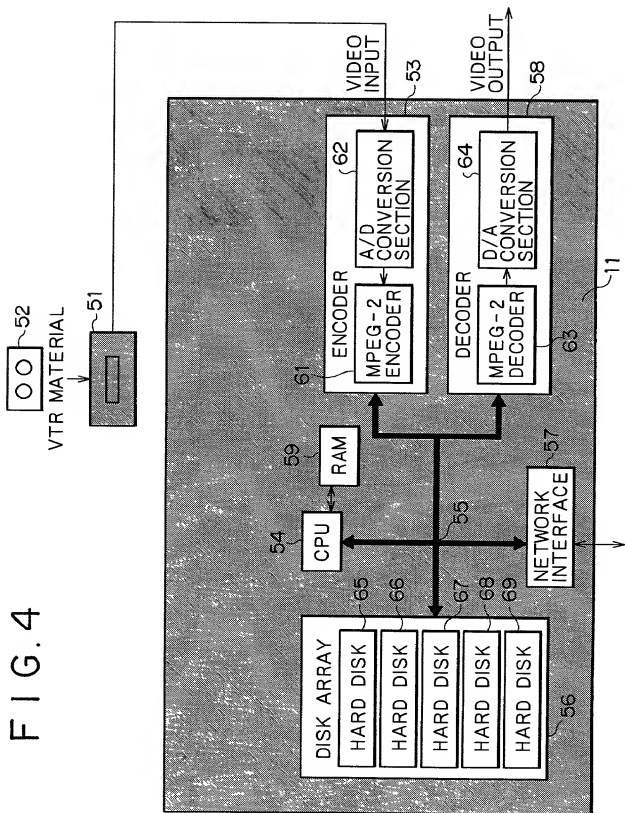
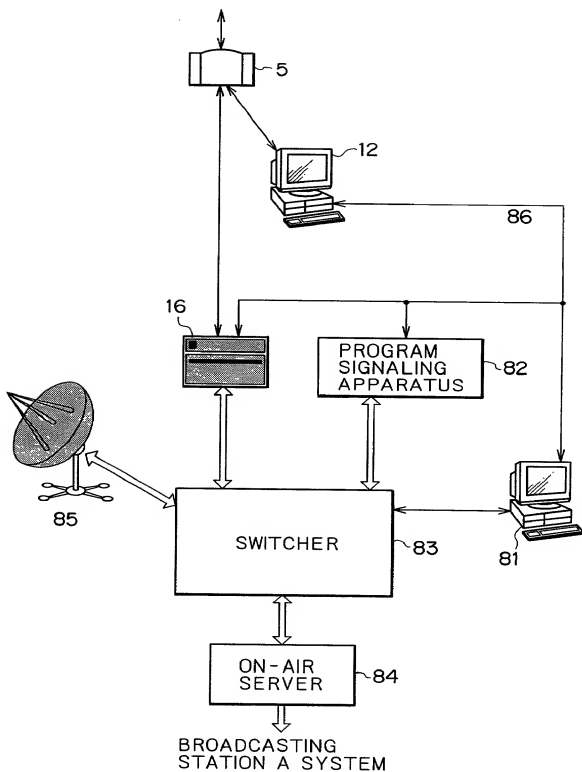


FIG. 5



START OF CM REGISTRATION
PROCESS OF INTERMEDIATOR

FIG. 6

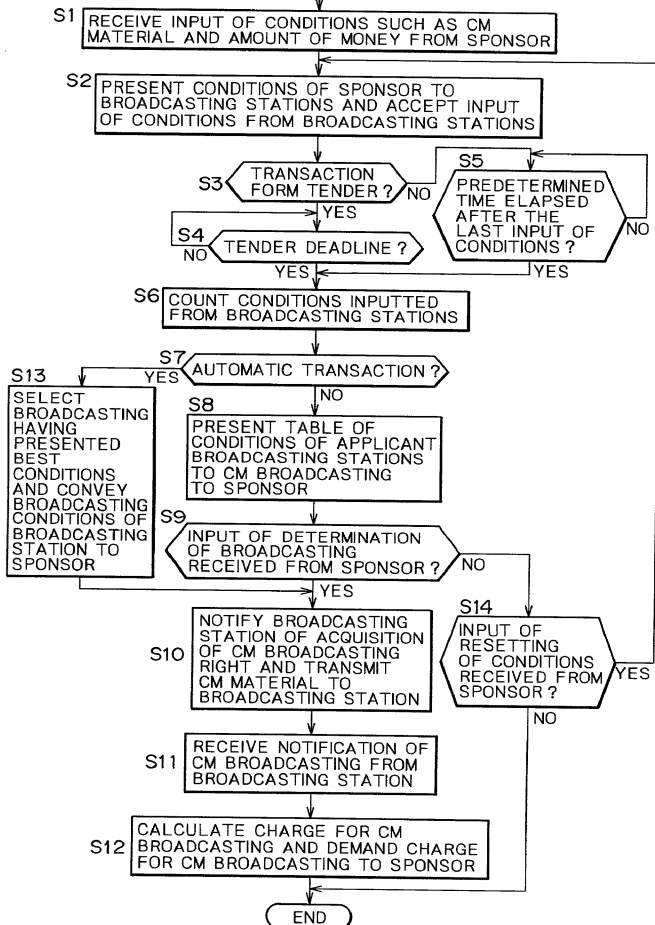


FIG. 7

<p>CM BROADCAST SIGNALING REQUEST ENTRY FORM</p>				
<p>91 <input type="text"/> ID OF CM (MATERIAL NEED TO BE REGISTERED</p>				
<p>92 <input type="radio"/> TENDER TYPE <input checked="" type="radio"/> 93 AUCTION TYPE TRANSACTION FORM</p>				
<p>94 <input type="text"/> UPPER LIMIT TO EXPECTED PRICE</p>				
<p>95 <input type="text"/> EXPECTED BROADCASTING DATE</p>				
<p>96 <input type="text"/> EXPECTED BROADCASTING HOUR</p>				
<p><input type="button" value="TO REGION SELECTION MENU"/> 97</p>				
<p><input type="button" value="OTHER CONDITIONS"/> 98</p>				
<p><input type="button" value="COMPLETION OF CONDITION INPUT"/> 99</p>				

FIG. 8

<p>CM SIGNALING TRANSACTION PAGE</p> <p>SOURCE OF REQUEST: OXOX COMPANY</p> <p>CM TIME 15 SECONDS</p> <p>EXPECTED MAXIMUM PRICE 1,000,000 YEN</p> <p>TRANSACTION FORM AUCTION</p> <p>AUCTION DEADLINE 4 HOURS</p> <p>TIME NOVEMBER 20, FROM 9:00 TO 10:00</p> <p>NUMBER OF TIMES ONCE</p> <p>EXPECTED REGION KANTO AREA</p> <p>CONDITIONS: VARIETY</p> <p>KEYWORD: VARIETY</p> <p>PLEASE INPUT CONDITIONS BELOW:</p> <p>TIME ZONE 9:15:00 101</p> <p>PROGRAM NAME SPORTS SPECIAL 102</p> <p>EXPECTED PRICE ¥50,000 SEND RESET</p>				

FIG. 9

<p>RESULT OF TENDER</p> <p>AS OF NOVEMBER 1, 1999 RESPONDING STATIONS 3 RESPONSE ITEMS 4</p> <p>1 CATV KANTO DECEMBER 30 15 SECONDS FROM 9:15 SPORTS SPECIAL ¥50,000</p> <p>2 TELEVISION KANTO DECEMBER 30 15 SECONDS FROM 9:15 YEAR-END SPECIAL ¥25,000</p> <p>3 TELEVISION KANTO DECEMBER 30 15 SECONDS FROM 9:30 YEAR-END SPECIAL ¥28,000</p> <p>4 TELEVISION NIPPON DECEMBER 30 15 SECONDS FROM 9:00 DRAMA DETECTIVE YAMADA SERIES ¥29,000</p> <p>WHEN TRANSACTION IS CLOSED, INPUT NUMBER. WHEN TRANSACTION IS TO BE RESTARTED WITH MODIFIED CONDITIONS, SELECT "CANCEL"</p> <table border="1"> <tr> <td></td> <td>PROCEED WITH TRANSACTION</td> <td>CANCEL</td> </tr> </table>						PROCEED WITH TRANSACTION	CANCEL
	PROCEED WITH TRANSACTION	CANCEL					

111 112 113

FIG. 10

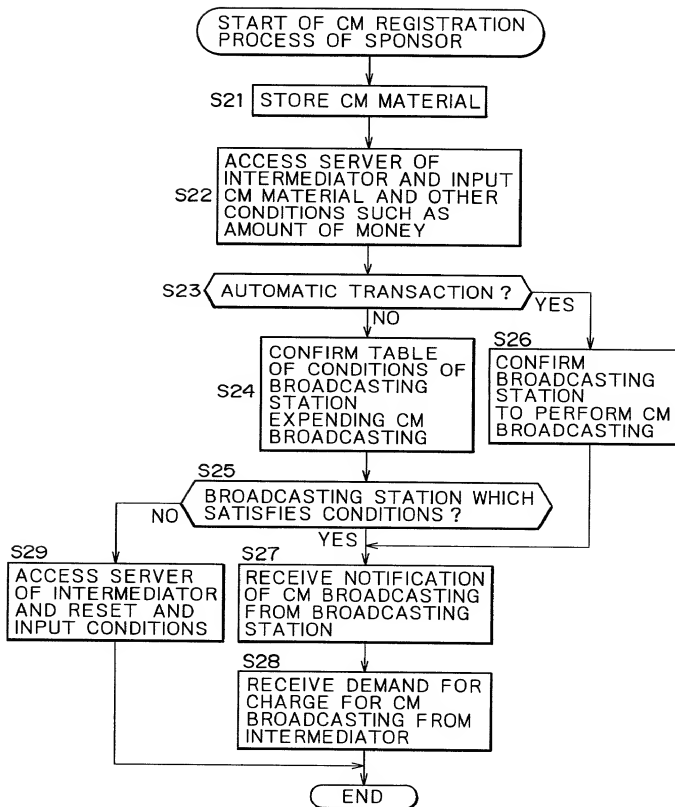
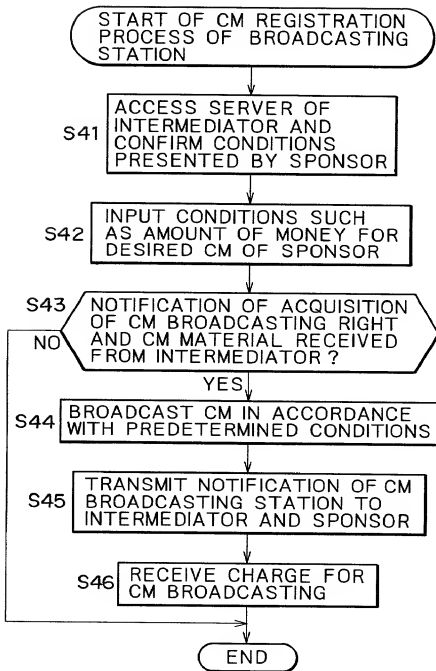


FIG.11



START OF CM REGISTRATION
PROCESS OF INTERMEDIATOR

FIG.12

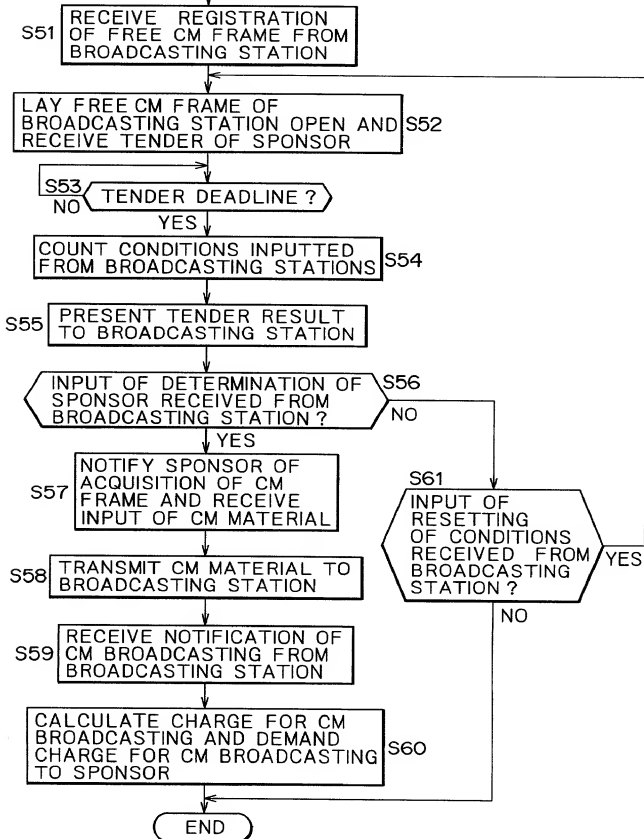


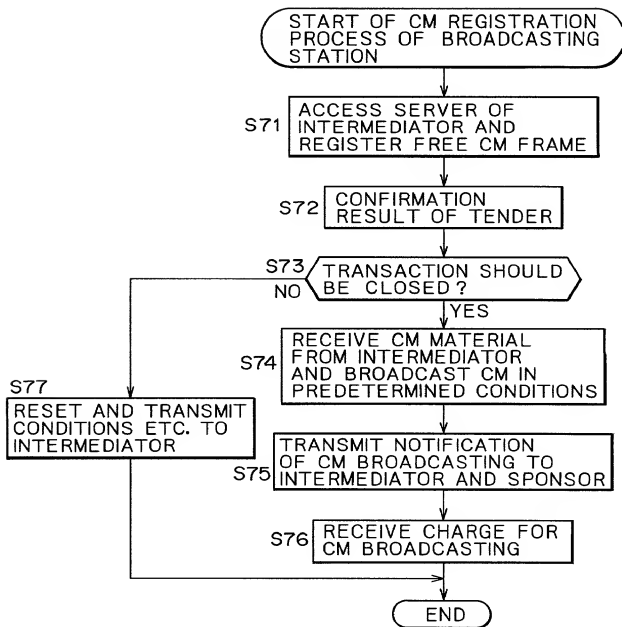
FIG.13

TELEVISION KANTO BROADCASTING PROGRAM SCHEDULE FEBRUARY 14, 2000, MONDAY

A FREE CM FRAME IS INDICATED IN VOID. IF THE CM FRAME IS SELECTED, THEN DETAILED INFORMATION IS DISPLAYED.

TIME	MONDAY
7:00:00-7:00:14	○× COMPANY WASHING MACHINE
7:00:15-7:00:29	UNDER TENDER:10 MINUTES TO DEADLINE
7:00:30-7:00:39	○○ CORPORATION APARTMENT
7:00:40-7:00:54	△△ COMPANY TELEVISION
7:00:55-7:01:14	MORNING NEWS 1
7:02:00-7:02:14	UNDER TENDER:20 MINUTES TO DEADLINE
7:04:05-7:03:17	○× COMPANY DETERGENT
7:04:29-7:05:14	×× COMPANY VACUUM CLEANER
7:10:00-7:09:54	△△ COMPANY TELEVISION
7:15:00-7:20:14	MORNING NEWS 2
7:30:00-7:00:32	PUBLIC GUIDE
7:30:38-7:50:18	○× COMPANY AIR CONDITIONER
7:30:00-7:20:14	×× COMPANY COSMETIC
7:29:04-7:40:14	△△ COMPANY TELEVISION
7:30:01-7:00:17	MORNING NEWS 3
7:00:00-7:50:18	PROGRAM: TODAY'S LIFE NO.120
7:00:29-7:00:25	○× COMPANY REMOVAL
7:40:00-7:37:14	×× COMPANY TABLEWARE WASHING MACHINE
7:00:00-7:08:14	△△ COMPANY PERSONAL COMPUTER
7:00:00-7:00:17	MORNING NEWS 2
7:47:00-7:55:24	UNDER TENDER:10 MINUTES TO DEADLINE
7:00:17-7:00:19	PROGRAM: TODAY'S LIFE NO.122
7:00:00-7:30:13	MORNING NEWS 4

FIG. 14



F I G. 15

RESULT OF AUCTION	
FEBRUARY 14, 2000, MONDAY	
AM 7:00:15-7:00:28 1 FRAME	
CM FRAME INFORMATION INFORMATION AS OF JANUARY 20, AM 11:30	
SUCCESSFUL BID PRICE	¥63,000
SUCCESSFUL BIDDER	XXXX COMPANY
CM CONTENTS	AUTOMOBILE (RIGLAS)
OTHER COMPANY INFORMATION	
ORDER	ORGANIZATION
2	OOXX COMPANY
3	XOΔ CORPORATION
ESTABLISH	RECONFIRMATION
SHOULD TRANSACTION BE ESTABLISHED ?	
121	122

FIG.16

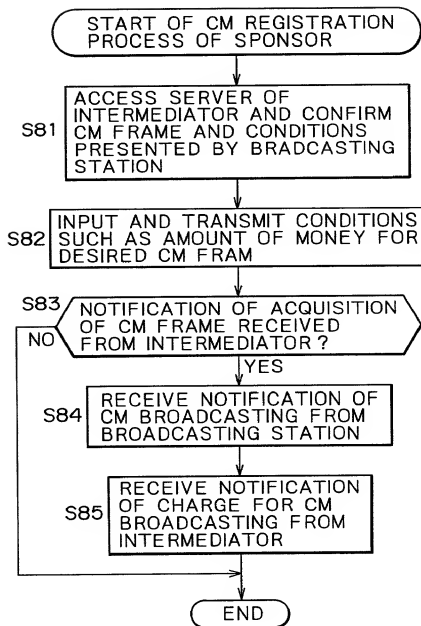


FIG.17

<p>CM FRAME SEARCH PAGE</p> <p>ENTER DATA TO INDIVIDUAL ITEMS AND PRESS SEARCH START BUTTON. FOR BLANK FIELD, ALL OBJECTS ARE SEARCHED.</p> <table><tr><td><input type="text"/></td><td>SEARCH WITH PRICE</td><td>INPUT EXPECTED PRICE RANGE.</td><td rowspan="5">}</td><td rowspan="5">131</td></tr><tr><td><input type="text"/></td><td>SEARCH WITH TIME ZONE</td><td></td></tr><tr><td><input type="text"/></td><td>SEARCH WITH DAY</td><td></td></tr><tr><td><input type="text"/></td><td>SEARCH WITH PROGRAM</td><td></td></tr><tr><td><input type="text"/></td><td>KEYWORD</td><td></td></tr><tr><td colspan="2"><input type="button" value="SEARCH START"/></td><td><input type="button" value="CANCEL"/></td><td colspan="2"></td></tr></table>					<input type="text"/>	SEARCH WITH PRICE	INPUT EXPECTED PRICE RANGE.	}	131	<input type="text"/>	SEARCH WITH TIME ZONE		<input type="text"/>	SEARCH WITH DAY		<input type="text"/>	SEARCH WITH PROGRAM		<input type="text"/>	KEYWORD		<input type="button" value="SEARCH START"/>		<input type="button" value="CANCEL"/>		
<input type="text"/>	SEARCH WITH PRICE	INPUT EXPECTED PRICE RANGE.	}	131																						
<input type="text"/>	SEARCH WITH TIME ZONE																									
<input type="text"/>	SEARCH WITH DAY																									
<input type="text"/>	SEARCH WITH PROGRAM																									
<input type="text"/>	KEYWORD																									
<input type="button" value="SEARCH START"/>		<input type="button" value="CANCEL"/>																								

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FIG.18

RESULT OF SEARCH			
MATCHES 3			
IN ORDER TO PARTICIPATE IN AUCTION, SELECT YES OF ITEM FOR PARTICIPATION.			
LOWEST PRICE	PROGRAM CONTENTS	TIME	PARTICIPATE IN AUCTION
54000	NEWS 1234	2000/3/11/PM8:00	YES
54000	WEATHER FORECAST	2000/3/14/AM11:55	YES
51000	EVENING NEWS	2000/3/12/AM9:00	YES
BACK TO CONDITION SEARCH			

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FIG.19

<p>TELEVISION KANTO BROADCASTING PROGRAM SCHEDULE FEBRUARY 14, 2000, MONDAY</p> <p>AM 7:00:15-7:00:28 1 FRAME</p> <p>CM FRAME INFORMATION INFORMATION AS OF JANUARY 20, AM 10:19</p> <p>CURRENT PRICE ¥59,800</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">LOWEST PRICE (WITHOUT TAX)</td> <td style="width: 50%;">¥58,000</td> </tr> <tr> <td>NUMBER OF ORGANIZATIONS PARTICIPATING IN AUCTION</td> <td>3</td> </tr> <tr> <td>CURRENT PRICE</td> <td>¥62,000</td> </tr> <tr> <td>DEADLINE</td> <td>10 MINUTES LEFT</td> </tr> <tr> <td>BROADCASTING PROGRAM</td> <td>MORNING NEWS</td> </tr> <tr> <td>BROADCASTING AREA</td> <td>KANTO</td> </tr> <tr> <td>CONTENTS OF BROADCASTING PROGRAM</td> <td>LOCAL NEWS</td> </tr> <tr> <td>KEYWORD 1</td> <td>NEWS</td> </tr> <tr> <td>KEYWORD 2</td> <td>WEATHER FORECAST</td> </tr> <tr> <td>KEYWORD 3</td> <td>TARO YAMADA</td> </tr> </table> <p>NEW PRICE (WITHOUT TAX) IS PRESENTED.</p> <p>AUTOMOBILE (RIGLOS) CM CONTENTS: WHEN YOU ALREADY PARTICIPATE IN TENDER, PRECEDING DATA IS DISPLAYED.</p> <p> SEND SEND AFTER PRICE IS ENTERED.</p>		LOWEST PRICE (WITHOUT TAX)	¥58,000	NUMBER OF ORGANIZATIONS PARTICIPATING IN AUCTION	3	CURRENT PRICE	¥62,000	DEADLINE	10 MINUTES LEFT	BROADCASTING PROGRAM	MORNING NEWS	BROADCASTING AREA	KANTO	CONTENTS OF BROADCASTING PROGRAM	LOCAL NEWS	KEYWORD 1	NEWS	KEYWORD 2	WEATHER FORECAST	KEYWORD 3	TARO YAMADA
LOWEST PRICE (WITHOUT TAX)	¥58,000																				
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CURRENT PRICE	¥62,000																				
DEADLINE	10 MINUTES LEFT																				
BROADCASTING PROGRAM	MORNING NEWS																				
BROADCASTING AREA	KANTO																				
CONTENTS OF BROADCASTING PROGRAM	LOCAL NEWS																				
KEYWORD 1	NEWS																				
KEYWORD 2	WEATHER FORECAST																				
KEYWORD 3	TARO YAMADA																				

FIG. 20

